

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, August 17, 2009
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.
Minutes**

Present: Betsy Paterson (Chair), Kim Bova, Michelle Childs, Bruce John, Jim Hintz, Barry Schreier, Kristin Schwab

Staff: Cynthia van Zelm and Kathleen Paterson

Guest: N. M. Lerman

1. Call to order

Betsy Paterson called the meeting to order at 5:04 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from August 3, 2009

The minutes were approved by consensus.

4. Review Task List

Advertising: Michelle Childs said that the flyers and brochures are ready to go and the signs arrived. She said all that she has left to do are the newspaper advertisements, which are drafted.

Cynthia van Zelm reported that Kathleen Paterson will send the final press release after August 31 and that the brochure and flyer will be emailed to the Partnership's email lists.

Ms. Paterson said that she and Ms. van Zelm are scheduled to appear on Mark Paquette's and Wayne Norman's shows.

Art: Kim Bova said that she and Ms. K. Paterson had reviewed the art submissions and that the artists would be notified soon.

Children's: Ms. van Zelm said that she spoke with Dave Dagon, who indicated that he could fill the dunk tank, but that the water would be cold (around fifty degrees).

The committee considered who would want to get dunked in the dunk tank. **Ms. van Zelm will check to see what the insurance covers [Done].**

Ms. K. Paterson commented that there are still open spaces in the Children's area.

Bruce John suggested checking a place like iParty for rental games. He also suggested having some sort of small prize or penny candy for children to receive at the game.

Ms. Schwab suggested talking to the high school or middle school shop teachers about having their students work on building games for next year's Festival; it could be a year-long project or could be worked into their curriculum.

N. M. Lerman suggested asking UConn's Child Development program to participate in planning the Children's Area next year.

Food: Ms. K. Paterson reported that the following food vendors are confirmed: Asian Bistro; Domino's; Jao Praya; Wing Express; Mansfield Lions Club; UConn Catering Services; Starbucks; Sara's Pockets; Storrs Congregational Church.

Music: Mr. John said that all of the groups are confirmed and that they will perform in the following order: Miss Kelly's Dance and Drama; Spencer Hamlin and Chuck Eaton; Pete Haddad; Husky Bhangra.

Parade: Barry Schreier reported that there are 36 entries in the Parade. He said **he and Tom Birkenholz will send a letter to all participants with the day of details [Done].**

Recycling: Ms. K. Paterson relayed Ginny Walton's update in her absence. She said that Ms. Walton had worked with the Dairy Bar regarding their serving cups and spoons and that she confirmed with Willimantic Waste that the dumpsters will be moved from the Festival site.

Set-up: Ms. Schwab said **she will meet with Ms. van Zelm and Ms. K. Paterson to determine space assignments [Done].** She reported that, unfortunately, Nick Petit from UConn cannot provide mums this year. She said that groundhogs had gotten to the mums while Mr. Petit was away and that they did not look good.

Ms. van Zelm will contact Hockanum to see if they can donate some mums.

Ms. Schwab thought that the FFA might lend some of their mums as they will be there that day.

Ms. Schwab said that she had left messages with Susan Magoon about the balloon arch but had not yet heard back from her.

Ms. K. Paterson said that Dennis Pierce offered the use of their giant, inflatable chefs with the understanding that they need to have sufficient clearance from trees, wires, or buildings.

Sponsors: Ms. van Zelm said that the response from sponsors has been very good. She has received commitments from about twenty businesses and organizations. Ms. van Zelm has also been trying to find someone to donate pumpkins for the pumpkin decorating/carving contest. She reported that Pumpkin Paul's had originally agreed to donate again, but his pumpkins will not be ready in time for the Festival.

Vendors: Ms. K. Paterson distributed the list of confirmed vendors for the committee's review. She said that most of the booths are full, with the exception of the Children's area as previously noted.

Volunteers: Ms. K. Paterson reported that she requested students from the Office of Community Outreach to help with laying sod on Saturday as it is one of their Community Service Days. She had also contacted the Graduate Student Senate and planned to start contacting other student groups. She noted that she sent the committee an email that they could send to other groups in which they participate inviting people to volunteer.

5. Review Master Schedule

The committee reviewed the draft Master Schedule for the Festival.

7. Review Master Event List

The committee reviewed the draft Master Event List.

Ms. Paterson said that **she will send an email to Board members requesting volunteers to staff the Partnership table.**

8. Update on Celebrate Mansfield Weekend

Ms. van Zelm reported that 37 people had responded to the Wine Tasting to date.

Ms. K. Paterson said that Sara-Ann Chainé had confirmed that the Lions Club will grill hotdogs and hamburgers at the picnic.

9. Other

Ms. van Zelm commented that the branches on one of the trees from which the event banner will hang are very low.

Steve Rhodes will look into trimming the branches back.

Ms. van Zelm said that she will decide by Saturday at 5:00 pm whether to move the Festival if there is rain forecasted for the event day. If the Festival will be moved inside, it will be announced at Picnicpalooza! in addition to the normal outreach efforts.

10. Adjourn

The meeting adjourned at 6:45 pm.

Minutes prepared by Kathleen M. Paterson